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NOTICE OF ALLOWANCE AND FEE(S) DUE

31518

7590

12/13/2010

NEIFELD IP LAW, PC
4813-B EISENHOWER AVENUE
ALEXANDRIA, VA 22304

EXAMINER

DINH, KHANH Q

ART UNIT

PAPER NUMBER

2451

DATE MAILED: 12/13/2010

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/251,480	02/17/1999	KAMRAN AMJADI	INVE0012-1	3291

TITLE OF INVENTION: INCENTIVE NETWORK

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$755	\$300	\$0	\$1055	03/14/2011

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail**

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31518 7590 12/13/2010

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Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE-FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

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nonprovisional	YES	\$755	\$300	\$0	\$1055	03/14/2011

EXAMINER	ART UNIT	CLASS-SUBCLASS
DINH, KHANH Q	2451	709-224000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/147; Rev 03-02 or more recent) attached. Use of a **Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

1

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

2

3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY AND STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____
Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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			ART UNIT	PAPER NUMBER

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DATE MAILED: 12/13/2010

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 1142 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 1142 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Notice of Allowability**Application No.**

09/251,480

Applicant(s)

AMJADI, KAMRAN

Examiner

Khanh Q. Dinh

Art Unit

2451

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERIT IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 9/27/2010.
2. ☒ The allowed claim(s) is/are 1-87.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
(b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date 9/25/10, 9/1/10
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

/Khanh Q Dinh/
Primary Examiner, Art Unit 2451

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Rick Neifeld (the Undersigned Attorney, Reg. No.35,399) on 11/14/2010.

The application has been amended as follows:

IN THE CLAIMS:

Please **amend** claims as follows:

--1. (Previously Presented) A computer implemented method for providing access to incentives via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

receiving, at a network server, an access request from a client device associated with the user; transmitting a first identifier and a network server identifier (NID) corresponding to the access request to the incentive host server;

determining at the incentive host server available incentives using at least the first identifier and the NID, wherein the NID is used to identify available incentives in an incentive server database associated with the NID; and

transmitting information regarding the determined available incentives to the client device.

2. (Previously Presented) The method of claim 1, wherein receiving the access request from the client device, includes:

receiving a request for a document stored at least in part on the network server.

3. (Previously Presented) The method of claim 1, further comprising:

determining whether an indication exists that the user subscribes to receive information associated with available incentives.

4. (Previously Presented) The method of claim 3, wherein determining whether an indication exists that the user subscribes to receive information associated with available incentives, includes:

transmitting a subscriber request to the client device; and

receiving a response from the client device, including the first identifier.

5. (Previously Presented) The method of claim 1, wherein transmitting the first identifier and the NID to the incentive host server includes:

transmitting an identifier corresponding to the client device to the incentive host server; and transmitting a network server identifier corresponding to the network server.

6. (Previously Presented) The method of claim 5, wherein determining available incentives, includes:

receiving incentive information reflecting a selection of incentives based on at least one of the identifier corresponding to the client device and the network server identifier corresponding to the network server.

7. (Previously Presented) The method of claim 1, wherein the first identifier corresponds to the device associated with the user.

8. (Previously Presented) A computer-implemented method for providing access to incentives via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

transmitting an access request to access one of the network servers in the network;

transmitting a first identifier and a network server identifier (NID) corresponding to the access request to the incentive host server; and determining available incentives using at least the first identifier and the NID, wherein an incentive host server identifies available incentives in an incentive server database associated with the NID.

9. (Previously Presented) The method of claim 8, wherein transmitting the access request to access one of the network servers, includes: providing a browser enabling a user to formulate and transmit the access request.

10. (Previously Presented) The method of claim 8, wherein determining available incentives using at least the first identifier and the NID, includes:

receiving incentive information reflecting a server identification associated with the server, wherein the network server provides the NID to the incentive host server for identification of the incentive information.

11. (Previously Presented) A system for providing access to incentives via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

access request receiving means for receiving, at a network server, an access request from a client device associated with at least one user;

identifying information transmitting means for transmitting a first identifier and a network server identifier (NID) corresponding to the access request to an incentive host server;

incentive information determining means for determining available incentives using the NID and the first identifier, wherein the NID is used to identify available incentives in an incentive server database associated with the NID; and

incentive transmitting means for transmitting information regarding the determined available incentives to the client device.

12. (Previously Presented) The system of claim 11, wherein the access request receiving means includes:

partial document receiving means for receiving a request for a document stored at least in part on the network server.

13. (Previously Presented) The system of claim 11, wherein the identifying information transmitting means includes:

subscriber determining means for determining whether an indication exists that the user subscribes to receive information associated with available incentives.

14. (Previously Presented) The system of claim 13, wherein the subscriber determining means includes:

request transmitting means for transmitting a subscriber request to the client device; and

response receiving means for receiving a response from the client device, including the first identifier.

15. (Previously Presented) The system of claim 11, wherein the identifying information transmitting means includes:

identification transmitting means for transmitting an identifier corresponding to the client device to the incentive host server and transmitting a network server identifier corresponding to the network server.

16. (Previously Presented) The system of claim 15, wherein the incentive information determining means includes:

incentive obtaining means for obtaining incentive information reflecting a selection of incentives based on at least one of the network server identifier and the identifier corresponding to the client device.

17. (Previously Presented) The system of claim 11, wherein the incentive information determining means includes:

subscriber transmitting means for transmitting the identifier corresponding to the client device to the incentive host server.

18. (Previously Presented) A system for providing access to incentives via a computer network, the computer network comprising at least one incentive host server and at least two network servers for providing a user with access to incentives from the incentive host server, comprising:

access request transmitting means for transmitting an access request to access a network server in the network; user request receiving means for receiving a user request for a first identifier associated with the access request;

transmitting means for transmitting the first identifier and a network server identifier (NID) to the incentive host server; and

incentive information determining means for determining, in response to the access request, available incentives using the first identifier and the NID, wherein the incentive host server identifies available incentives associated with the NID.

19. (Previously Presented) The system of claim 18, wherein the access request transmitting means includes:

a browser for enabling a user to formulate and transmit the access request.

20. (Previously Presented) The system of claim 18, wherein the network server provides the NID to the incentive host server for identification of the incentive information.

21. (Previously Presented) A system for distributing information in a network, comprising:

a host server having at least one of an incentive distribution module and an account creation module accessible to a plurality of users;

a plurality of network servers coupled to and selectively accessible to the host server for providing identifying information including a first identifier and a network server identifier (NID) to the host server, wherein the identifying information is used by the incentive distribution module, at least in part, to identify available incentives associated with the NID; and

at least one client machine coupled to and selectively accessible to at least one of the plurality of network servers for accessing network documents, wherein when at least one user causes the at least one client machine to access one of the plurality of network servers, the accessed network server communicates with the host server to obtain data corresponding to the at

least one user, and wherein the at least one client machine is adapted to present the data from the host to the at least one user.

22. (Previously Presented) The computer implemented method of claim 1, wherein the available incentives include coupons.

23. (Previously Presented) The computer implemented method of claim 1, wherein the available incentives include discounts.

24. (previously presented) The computer implemented method of claim 1, wherein the available incentives include awards.

25. (Previously Presented) The computer implemented method of claim 8, wherein the available incentives include coupons.

26. (Previously Presented) The computer implemented method of claim 8, wherein the available incentives include discounts.

27. (Previously Presented) The computer implemented method of claim 8, wherein the available incentives include awards.

28. (Previously Presented) The system of claim 11, wherein the available incentives include coupons.

29. (Previously Presented) The system of claim 11, wherein the available incentives include discounts.

30. (Previously Presented) The system of claim 11, wherein the available incentives include awards.

31. (Previously Presented) The system of claim 21, wherein the available incentives include coupons.

32. (Previously Presented) The system of claim 21, wherein the available incentives include discounts.

33. (Previously Presented) The system of claim 21, wherein the available incentives include awards.

34. (Previously Presented) A computer-implemented method for providing coupons over a network, comprising:

receiving a request for a document associated with a network server from a client device;

receiving, by a host server, information regarding the document request, wherein the received information includes a network server identifier (NID) associated with the network server;

receiving, by the host server, a first identifier stored by the client device;

determining, at the host server, information regarding a set of one or more coupons from a plurality of coupons based at least in part on the NID and the first identifier; and transmitting, to the client device, at least some of the information regarding the set of one or more coupons.

35. (Previously Presented) The method of claim 34, further comprising:

transmitting a request to the client device for information to create an account;

receiving, in response to the transmitted request, information regarding the account;

determining a first identifier; and transmitting the determined first identifier to the client device.

36. (Previously Presented) The method of claim 35, wherein the step of transmitting a request to the client device for information to create the account further comprises transmitting a registration form; and

wherein the step of receiving information regarding the account further comprises receiving information in response to the transmitted registration form.

37. (Previously Presented) The method of claim 36, wherein the account includes demographic information regarding a user.

38. (Previously Presented) The method of claim 34, wherein the requested document associated with the network server is stored, at least in part, on the network server.

39. (Previously Presented) A computer-implemented method performed by an incentive host server for providing coupons over a network, comprising:

receiving information regarding a request from a client device for a document received at one of a plurality of network servers, wherein the information received by the incentive host server includes a network server identifier corresponding to the one of the plurality of network servers;

receiving a first identifier stored by the client device;

determining information regarding a set of one or more coupons from a plurality of coupons based at least in part on the network server identifier and the first identifier;

transmitting at least some of the information regarding the set of one or more coupons to the client device.

40. (Previously Presented) The method of claim 39, further comprising:

transmitting a request to the client device for information to create an account;

receiving, in response to the transmitted request, information regarding the account; determining a first identifier; and transmitting the first identifier to the client device.

41. (Previously Presented) The method of claim 40, wherein the step of transmitting a request to the client device for information to create the account further comprises transmitting a registration form; and

wherein the step of receiving information regarding the account further comprises receiving information in response to the transmitted registration form.

42. (Previously Presented) The method of claim 41, wherein the account includes demographic information regarding a user.

43. (Previously Presented) The method of claim 39, wherein the requested document associated with the one of the plurality of network servers is stored, at least in part, on the one of the plurality of network servers.

44. (Previously Presented) A system for providing coupons via a network, comprising:
a client device associated for accessing the network; a plurality of network servers for providing web pages;

a host server storing information regarding a plurality of coupons; and

wherein the host server is capable of receiving a network server identifier associated with at least one of the network servers, receiving a first identifier stored on the client device, determining information regarding a set of one or more coupons from the plurality of coupons based at least in part on the network server identifier and the first identifier, and transmitting at least some of the determined information regarding the set of one or more coupons to the client device.

45. (Previously Presented) The system of claim 44, wherein the client device includes software capable of determining if the first identifier is stored on the client device; and

wherein the host server is further capable of transmitting a request to the client device for information to create an account, receiving from the client device, in response to the transmitted request, information regarding the account, determining the first identifier, and transmitting to the client device the first identifier.

46. (Previously Presented) The system of claim 45, wherein the host server is further capable of transmitting a registration form and receiving information from the client device in response to the transmitted registration form.

47. (Previously Presented) The system of claim 45, wherein the account includes demographic information regarding a user.

48. (Previously Presented) A system for providing coupons over a network, comprising:
one or more databases for storing information regarding a plurality of coupons, a plurality of first identifiers, and a plurality of network server identifiers; and one or more processors capable of performing a method comprising the steps of:

receiving a request for information regarding one or more coupons, wherein the received request includes a network server identification associated with at least one network server;
receiving a first identifier stored by the client device;

determining information regarding one or more coupons based at least in part on the received network server identification and first identifier; and transmitting at least some of the determined information.

49. (Previously Presented) The system of claim 48, wherein the one or more processors are further capable of performing a method comprising the steps of:

receiving a subscription request from a client device; and transmitting a first identifier to the client device such that the client device stores the first identifier.

50. (Previously Presented) The system of claim 49, wherein the one or more processors are further capable of performing a method comprising the steps of transmitting a registration form to the client device; and receiving information from the client device in response to transmitting the registration form.

51. (Previously Presented) The system of claim 50, wherein the information received in response to transmitting the registration form includes information regarding a user.

52. (Previously Presented) A system, comprising:

means for receiving a request for a document from a client device, wherein the requested document is associated with a network server;

means for receiving information regarding the document request, wherein the received information includes a network server identifier associated with the network server;

means for receiving a first identifier stored by the client device;

means for determining information regarding a set of one or more coupons from a plurality of coupons based at least in part on the network server identifier and the first identifier; and

means for transmitting to the client device at least some of the information regarding the set of one or more coupons.

53. (Previously Presented) A system, comprising:

means for receiving information regarding a request from a client device for a document received at one of a plurality of network servers, wherein the information includes a network

server identifier associated with the network server; means for receiving a first identifier stored by the client device;

means for determining information regarding a set of one or more coupons from a plurality of coupons based at least in part on the network server identifier and the first identifier; and means for transmitting the information regarding the set of one or more coupons to the client device.

54. (Previously Presented) An incentive host server for use in an incentive network, the incentive network including the incentive host server and at least two incentive network servers, the incentive host server comprising:

an incentive database for storing incentives;

a registration module for receiving registration information from a client device, and for transmitting a Unique ID (UID) to the client device that submitted the registration information for storage on the client device to enable the UID to be subsequently used in connection with requesting incentives from any of the incentive network servers within the incentive network; and

an incentive determination module for:

- i) receiving a request for incentives from any of the incentive network servers;
- ii) receiving a UID and a Network ID (NID) associated with the request;
- iii) determining currently available incentives based on the UID and NID; and
- iv) transmitting information about the incentives determined to be currently available.

55. (Previously Presented) The incentive host server of claim 54, wherein the incentive determination module transmits information about the incentives determined to be currently available to a client device having the UID associated with the received request.

56. (Previously Presented) The incentive host server of claim 54, wherein the incentive determination module transmits information about the incentives determined to be currently available to the incentive network server having the NID associated with the received request.

57. (Previously Presented) An incentive network, comprising:

an incentive host server;

at least two incentive network servers, wherein an incentive network server comprises a network interface for receiving from a client device a request for access to incentives, and for communicating information about the request to the incentive host server; and wherein the incentive host server comprises:

i) an incentive database for storing incentives;

ii) a registration module for receiving registration information from a client device, and for transmitting a Unique ID (UID) to the client device that submitted the registration information for storage on the client device to enable the UID to be subsequently used in connection with requesting incentives from any of the incentive network servers within the incentive network;

iii) a network interface for receiving from any of the incentive network servers a request for access to at least some of the stored incentives, and for receiving with the request a Network ID (NID) associated with the incentive network server from which the request is received;

iv) an incentive determination module for determining currently available incentives based on the NID and a UID of the client device from which the request was initiated; and

v) means for transmitting information about the incentives determined to be currently available to the UID and NID combination.

58. (Previously Presented) The incentive network of claim 57, wherein the information about the incentives determined to be currently available to the UID and NID combination is transmitted to a client device having the UID associated with the client device from which the request was initiated.

59. (Previously Presented) The incentive network of claim 57, wherein the information about the incentives determined to be currently available to the UID and NID combination is transmitted to the incentive network server having the NID associated with the received request.

60. (New) An electronic coupon distribution system comprising:

an incentive host server system, an incentive network server system, a client system and a distributed computer network;

each one of said incentive host server system, said incentive network server system, and said client system comprising its own central processing unit, memory, input, and output;

said incentive host server system storing in its memory an incentive host server database, and storing in said incentive host server database coupon offers, subscriber IDs, and incentive network server IDs, wherein various ones of said incentive offers are associated with various ones of said subscriber IDs, and various ones of said incentive offers are associated with various ones of said incentive network server IDs, such that a particular subscriber ID is associated with a first set of incentive offers consisting of at least some of said incentive offers and a particular

incentive network server ID is associated with a second set of incentive offers consisting of at least some of said incentive offers;

said incentive network server system storing therein said particular incentive network server system ID;

said distributed computer network configured to link ~~linking~~ said incentive host server system, said incentive network server system, and said client system, so that each may communicate with the others;

said incentive network server system programmed to respond to receipt of said particular subscriber ID by transmitting said particular subscriber ID and its particular incentive network server system, to said incentive host server system;

said incentive host server system programmed to respond to receipt of said particular subscriber ID and said particular incentive network server system ID by determining a difference set of incentive offers by excluding from said first set of incentive offers any incentive offer contained in said second set of incentive offers, and to transmit coupon data defining electronic coupons corresponding to said difference set of incentive offers to said client system.

61. (New) The system of claim 60 wherein incentive server database defines fields in association with subscriber ID for storing one or more demographic characteristics include at least one of a postal zip code the state.
62. (New) The system of claim 60 wherein said incentive host server system is programmed to provide web pages to said client system.
63. (New) An electronic coupon distribution system comprising:

an incentive host server system comprising a central processing unit, memory, input, and output; and a network interface;

an incentive host server database stored in said memory;

wherein said incentive host server database stores stored incentive offers, subscriber IDs, and incentive network server IDs;

wherein said incentive host server database stores associations of various ones of said stored incentive offers with various ones of said subscriber IDs;

wherein said incentive host server database stores associations of various ones of said incentive offers with various ones of said incentive network server IDs;

such that a particular subscriber ID stored in said incentive host server database is associated with a first set of incentive offers consisting of at least some of said stored incentive offers;

and such that a particular incentive network server ID stored in said incentive host server database is associated with a second set of incentive offers consisting of at least some of said stored incentive offers;

said incentive host server system programmed to respond to receipt of said particular subscriber ID and said particular incentive network server system ID by determining a difference set of incentive offers by excluding from said first set of incentive offers any incentive offer contained in said second set of incentive offers, and to transmit coupon data defining at least one electronic coupon corresponding to at least one incentive offer of said difference set of incentive offers to a network address.

64. (New) The system of claim 63 wherein said network address is an address associated in said incentive host server database with said particular subscriber ID.

65. (New) An electronic coupon distribution system comprising:

an incentive host server system comprising a central processing unit, memory, input, and output; and a network interface;

an incentive host server database stored in said memory;

wherein said incentive host server database stores stored incentive offers, subscriber IDs, and incentive network server system IDs;

said incentive host server system programmed to respond to receipt of a particular subscriber ID in association with a particular incentive network server system ID, by making an incentive offer selection, said incentive offer selection defining at least one selected incentive offer, said incentive offer selection based upon associations in said incentive host server database between said particular subscriber ID, said particular incentive network server system ID, and said stored incentive offers; and

said incentive host server system programmed to transmit coupon data defining at least one of said at least one selected incentive offer to a network address.

66. (New) The system of claim 65 wherein said network address is an address associated in said incentive host server database with said particular subscriber ID.

67. (New) The system of claim 65 wherein said incentive host server system is programmed to compare incentive offer associated in said incentive host server database with said particular subscriber ID to incentive offers associated in said incentive host server database with said particular incentive network server system ID.

68. (New) The system of claim 65 wherein the programming of said incentive host server system to make said incentive offer selection comprises programing to determine, from data stored in said incentive host server database, incentive offer selections associated with said particular subscriber ID that are not also associated with said particular incentive network server system ID.

69. (New) An electronic coupon distribution method comprising:

storing, in an incentive host server database, stored incentive offers, subscriber IDs, and incentive network server system IDs, wherein said incentive host server database is stored in memory of an incentive host server system that comprises a central processing unit, said memory, an input, an output, and a network interface;

programming said incentive host server system to respond to receipt of a particular subscriber ID in association with a particular incentive network server system ID, by making an incentive offer selection defining at least one selected incentive offer, wherein said incentive offer selection is based upon associations in said incentive host server database between said particular subscriber IDs, said particular incentive network server system ID, and said stored incentive offers; and

programming said incentive host server system to transmit coupon data defining at least one of said at least one selected incentive offer to a network address.

70. (New) The method of claim 69 wherein said network address is an address associated in said incentive host server database with said particular subscriber ID.

71. (New) The method of claim 69 wherein said programming comprises comparing incentive offers associated in said incentive host server database with said particular subscriber

ID to incentive offers associated in said incentive host server database with said particular incentive network server system ID.

72. (New) The method of claim 69 wherein said programming comprises determining, from data stored in said incentive host server database, incentive offer selections associated with said particular subscriber ID that are not also associated with said particular incentive network server system ID.

73. (New) The method of claim 69 wherein said programming is designed to determine incentive offers associated with said particular subscriber ID that are not also associated with said particular incentive network server system ID.

74. (New) A method of operating an electronic coupon distribution system comprising the steps of:

storing, in memory of an incentive host server system, subscriber IDs;

storing, in said memory, coupon offers;

storing, in said memory, incentive network server IDs;

wherein, in said memory, various ones of said incentive offers are associated with various ones of said subscriber IDs, and various ones of said incentive offers are associated with various ones of said incentive network server IDs, such that a particular subscriber ID is associated with a first set of incentive offers consisting of at least some of said incentive offers and a particular incentive network server ID is associated with a second set of incentive offers consisting of at least some of said incentive offers;

programming said incentive host server system to respond to receipt of said particular subscriber ID in association with said particular incentive network server ID by

(1) determining a difference set of incentive offers by excluding from said first set of incentive offers any incentive offer contained in said second set of incentive offers, and

(2) transmitting coupon data defining electronic coupons corresponding to said difference set of incentive offers to an address associated with said particular subscriber ID.

75. (Currently Amended) The method of claim 22 wherein said coupon data is in a form designed to be printed on paper to form a paper coupon.

76. (New) The method of claim 74 further comprising transmitting from a particular incentive network server having said particular incentive network server ID to said incentive host server system, said particular incentive network server ID in association with said particular subscriber ID.

77. (New) A method of operating an electronic coupon distribution system comprising:
storing in memory of an incentive host server system, subscriber IDs; coupon offers, and incentive network server IDs;

wherein, in said memory, various ones of said incentive offers are associated with various ones of said subscriber IDs, and various ones of said incentive offers are associated with various ones of said incentive network server IDs, such that a particular subscriber ID is associated with a first set of incentive offers consisting of at least some of said incentive offers and a particular incentive network server ID is associated with a second set of incentive offers consisting of at least some of said incentive offers;

said incentive host server system responding to receipt of said particular subscriber ID in association with said particular incentive network server ID, by comparing associations in said memory between said particular subscriber IDs, said particular incentive network server ID, and

said stored incentive offers as part of making an incentive offer selection defining at least one selected incentive offer; and

said incentive host server system transmitting coupon data defining at least one of said at least one selected incentive offer to a network address.

78. (New) The method of claim 77 wherein said network address is an address associated in said memory with said particular subscriber ID.

79. (New) The method of claim 77 wherein said programming comprises comparing incentive offers associated in said incentive host server database with said particular subscriber ID to incentive offers associated in said incentive host server database with said particular incentive network server ID.

80. (New) The method of claim 77 wherein said incentive host server system to responding to receipt of said particular subscriber ID in association with said particular incentive network server ID comprises said incentive network host server system (1) determining a difference set of incentive offers by excluding from said first set of incentive offers any incentive offer contained in said second set of incentive offers, and to (2) transmitting coupon data defining electronic coupons corresponding to said difference set of incentive offers to an address associated with said particular subscriber ID.

81. (New) The method of claim 77 wherein coupon data defining at least one of said at least one selected incentive offer, is in a form designed to be printed on paper to form a paper coupon.

82. (New) The method of claim 77 further comprising transmitting from a particular incentive network server having said particular incentive network server ID to said incentive

host server system, said particular incentive network server ID in association with said particular subscriber ID.

83. (New) An electronic coupon distribution system comprising:

an incentive host server system comprising memory, an input, an output, a processor;
said memory storing subscriber IDs, coupon offers, and incentive network server IDs;

wherein, in said memory, various ones of said incentive offers are associated with various ones of said subscriber IDs, and various ones of said incentive offers are associated with various ones of said incentive network server IDs, such that a particular subscriber ID is associated with a first set of incentive offers consisting of at least some of said incentive offers and a particular incentive network server ID is associated with a second set of incentive offers consisting of at least some of said incentive offers;

said incentive host server system programmed to respond to receipt of said particular subscriber ID in association with said particular incentive network server ID, by comparing associations in said memory between said particular subscriber IDs, said particular incentive network server ID, and said stored incentive offers, as part of making an incentive offer selection defining at least one selected incentive offer; and

said incentive host server system programmed to transmit coupon data defining at least one of said at least one selected incentive offer to a network address.

84. (New) The system of claim 83 wherein said network address is an address associated in said incentive host server database with said particular subscriber ID.

85. (New) The system of claim 83 wherein said programming comprises comparing incentive offers associated in said memory with said particular subscriber ID to incentive offers associated in said memory with said particular incentive network server ID.

86. (New) The system of claim 83 wherein said incentive host server system programmed to respond to receipt of said particular subscriber ID in association with said particular incentive network server ID comprises said incentive network host server system (1) determining a difference set of incentive offers by excluding from said first set of incentive offers any incentive offer contained in said second set of incentive offers, and to (2) transmitting coupon data defining electronic coupons corresponding to said difference set of incentive offers to an address associated with said particular subscriber ID.

87. (New) The system of claim 83 wherein coupon data defining at least one of said at least one selected incentive offer, is in a form designed to be printed on paper to form a paper coupon.

88. (New) The system of claim 83 further comprising a particular incentive network server having said particular incentive network server ID programmed to transmit to said incentive host server system, said particular incentive network server ID in association with said particular subscriber ID. -

Allowable Subject Matter

2. Claims 1-87 are allowed.

Reason for allowance

3. This communication warrants no examiner's reason for allowance, as applicant's reply makes evident the reason for allowance, satisfying the record as whole as required by rule 37 CFR 1.104(e). In this case, the substance of applicant's remarks filed on 11/14/2007 with respect to the claim limitation point out the reason claims are patentable over the prior art of record. Thus, the reason for allowance is in all probability evident from the record and no statement for examiner's reason for allowance is necessary (see MPEP 13202.14).

Conclusion

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Khanh Dinh whose telephone number is (571) 272-3936. The examiner can normally be reached on Monday through Friday from 8:00 A.m. to 5:00 P.m.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Follansbee John, can be reached on (571) 272-3964. The fax phone number for this group is (571) 273-8300.

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/Khanh Dinh/

Primary Examiner, Art Unit 2451